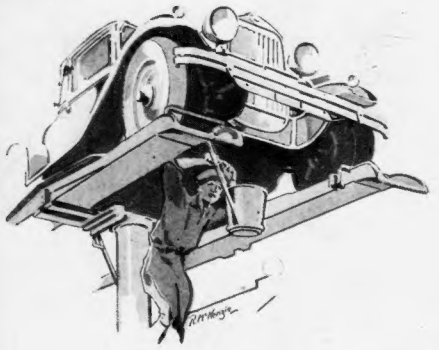
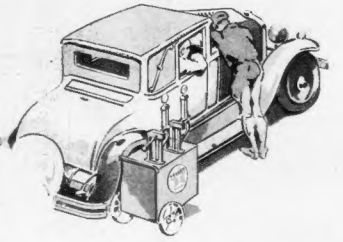


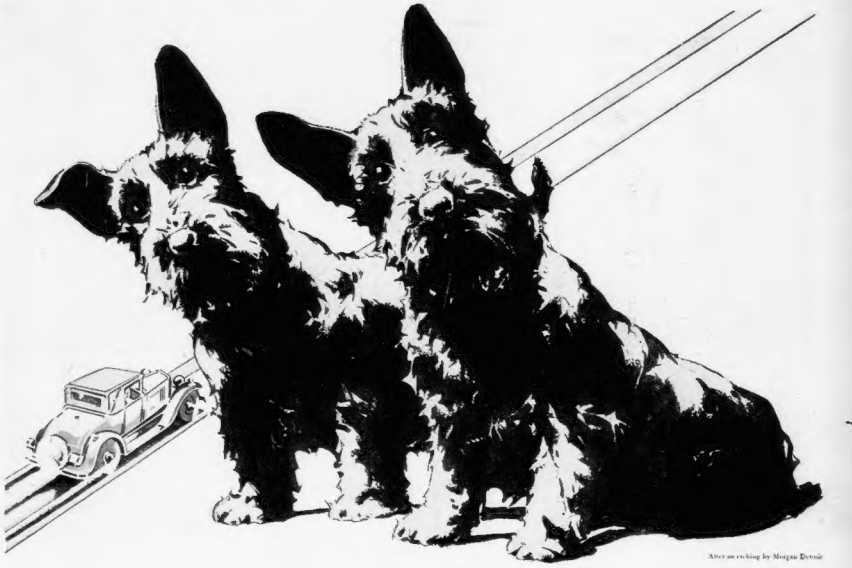
DRAIN



Colder days will soon be here. The oil you used this summer should not be expected to fully protect your engine, any more than light summer clothing should be expected to protect you in the frosty days to come. Besides, that oil may have been exposed to considerable wear and mileage — enough to render it less than completely effective.

FILL

Fill with the correct winter grade of the new Texaco Motor Oil—longer-lasting, crack-proof. Every Texaco dealer has an accurate chart which shows exactly the grade for your car. Alert, free-flowing at zero, this revolutionary new golden motor oil will reduce winter engine wear to a minimum.



After an etching by Morgan Dennis

then... LISTEN

HEAR the difference before you feel it at the wheel. Sheathed in a clean velvety film of the new Texaco, every moving part of your engine glides smoothly, easily, quietly. Gone are the complaining engine murmurs—gone are those irritating motor noises that speak of needless wear; in their place, the steady rhythmic hum of a perfectly lubricated engine.

"How," you ask, "can this new Texaco make so much difference in the sound of my engine?" Because it is full-bodied and crack-proof! The new Texaco protects thoroughly, completely, from the first cold thrust of flashing pistons to the last mile of a long fast drive. It is free from all cold-sensitive impurities—free from all hard-carbon-forming elements.

Drain and refill with the correct winter grade of the new Texaco Motor Oil today—*then listen!* Remember, that new quietness means more than better daily performance. It means that in the crankcase of your engine is a tougher, longer-lasting motor oil that cuts dollars from your lubrication expense and adds miles to the life of your car. This new golden motor oil is available in all of our 48 States under the Texaco Red Star with the Green T.

TEXACO
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THE TEXAS COMPANY

Refiners of a complete line of Texaco Petroleum Products, including Gasoline, Motor Oil, Industrial, Railroad, Marine and Farm Lubricants, Road Asphalts and Asphalt Roofing

THE NEW TEXACO MOTOR OIL

LONGER-LASTING.. "CRACK-PROOF"

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